

ABSTRACT

In a storage-type data broadcast service system (SDR, SDS) for transmitting a first transport stream (TS) constituting
5 at least one content and containing a plurality of packet data (TSP) having a program clock reference (PCR) as reference clock information when reproducing the content, at a second transfer rate (PCRC) different from a first transfer rate (PCR) which is determined by the reference clock information (PCR), and
10 extracting the plurality of packet data (TSP) composing the content from the transmitted transport stream (TS) to generate and store a second transport stream (TSs), a transmitter (SDS) transmits the plurality of packet data (TSP) composing the content at the second transfer rate (PCRC), and a receiver (SDR) receives
15 the transmitted first transport stream (TS) and detects a transfer rate ratio (N) between the first transfer rate (PCR) and the second transfer rate (PCRC) to generate the second transport stream (TSs) based on the detected transfer rate ratio (N).